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The Underdog Advantage

Political candidates are often labeled as underdogs, either by the press or themselves. This paper explores connotations associated with the underdog label in the political arena. We argue that being labeled an underdog has a strategic advantage because it is associated with positive qualities, particularly likeability.

The Advantage of Disadvantage: Underdogs in the Political

Joey Logano using the underdog role to his advantage at Miami. By . Holly Cain NASCAR Wire Service November 15, 2018 at 6:36 pm.

Joey Logano using underdog role to his advantage | NASCAR.com

That's what gives an underdog its power, from the stories of David vs. Goliath to Leonidas's 300, to the Kings' recent win, and perhaps Microsoft vs. Apple, there is an unbeatable sense of drive that fuels underdogs.

The Underdog Advantage | The Art Of

There are at least two factors contributing to the underdog advantage: (1) the underdog's strong motivation to acquire something, as opposed to keeping something; and (2) the underdog's limited resources and lack of control over competitive circumstances.

The underdog advantage in creativity - ScienceDirect

using choice of the underdog brand as the outcome variable and the priming condition (underdog vs. control) and purchase situation (purchasing for self or for someone else), and their interaction ...

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